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ABSTRACT

Consultants hired by a power company in the Central United States cooperated with employees to design a unique nine-month program called "Future Trends." The course, stressing the traits of man which enable him to adapt to the future, is outlined in this appendix. The course is divided into a preview and eight topic segments. A short description of the content of each segment is followed by a list of books, reprints, and tapes or guest lecturers. The topics covered include: the future of management, of learning, of the family, of health and medicine, of material wealth and social freedoms, of communications, of democratic participation, and of natural and artifical environments. This course outline is appended to a paper in the preconference volume of the American Anthropological Association Experimental Symposium, which accompanies the papers presented at the American Sociological Association Seminar on the Sociology of the Future, New Orleans, August, 1972. These two volumes are not currently available. (KSM)

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FUTURE TRENDS PROGRAM

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Course Outline

October, 1971-June, 1972
Thursday, 1:00-12 noon

THE FUTURE FOR ABC (October 7, 14, 21)

A preview of the course which stresses the unique traits of man enabling him to adapt to the future and which answers the question, "Why study the future?" and "How study the future?" Then, special attention by invited speakers to the future of the power industry and the future of ABC.

Books:
- The Human Animal by Weston LaBarre
- Beyond Left and Right by Richard Kostelanetz
- The Age of Discontinuity by Peter Drucker

Reprints:
- "Breakthrough to Tomorrow" by Robert Jungk from the Courier, April 1971 issue
- "Electric Utilities Industry Research and Development Goals Through the Year 2000" from the Report to the R&D Goals Task Force to the Electric Research Council June 1971
- "Changing Organizations" by Warren G. Bennis from the first Douglas Murray McGregor Memorial Lecture of the Alfred P. Sloan School of Management, Massachusetts Institute of Technology
- "The Corporation and Society in the 1970's" by Daniel Bell Chapter entitled "From Economics to Political Philosophy: I" from The Public Interest, No. 24, pp. 5-32.

Tapes: World Future Society

Optimism vs. Pessimism	Edward Cornish
Function of the Future	Dr. Harold Orlans
Future of American Business	Carl Madden
Future of Federal Regulatory Agency	James Turner

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THE FUTURE OF MANAGEMENT (October 28, November 4, 11)

An examination of future needs for internal and external management information which will enable cooperating humans in working organizations to adapt their individual and group efforts to various systems. The dilemmas posed by desired for individual and institutional privacy. Attention to the functions of future management by a guest speaker.

Books:
- The New Industrial State by John Kenneth Galbraith
- Future Shock by Alvin Toffler
- The Greening of America by Charles A. Reich

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Reprints: "Our Future Business Environment" - Study by General Electric Company April, 1968

Tapes: World Future Society

How Forecasters Forecast	Lt. Col. Joseph Martino
Future of Social Science Forecasting	Dr. Dennis F. Johnston
Future of Organized Labor	Don Ellinger
Future of Work and Leisure	Dr. Leonard Lecht

Lecture: Ian H. Wilson, Consultant, Business Environment Research and Planning, General Electric Company - "The Future of Management"

THE FUTURE OF LEARNING (November 11, December 2, 9, 16)

An inquiry into traditional, contemporary, and possible future social learning styles of the young. Youth counter-cultures and the significance of gaps between generations and between cultures. A guest speaker will describe potential future modes of learning for all age groups. Finally, a review of the first three units, followed by an introduction and preview to forthcoming units.

Books: Culture and Commitment by Margaret Mead

Reprints: "The basic, Long-Term Multifold Trend in Education" by Michael Marien from The Futurist magazine, December 1970.

"Beyond Credentialism: The Future of Social Selection" by Michael Marien from the Social Policy Journal September/October 1971.

"The Discovery and Decline of the Ignorant Society, 1965-1985" by Michael Marien from the book Educational Planning in Perspective by Michael Marien

"What we Must Do" by John Platt from Science November 1969, Volume 166.

"Don't We Know Enough to Make Better Public Policies?" by Max Ways from Fortune magazine April 1971.

Journal: The First Foundation Journal, Fall 1971 published by 1971 Foundation, Inc. (a new publication patterned after The Whole Earth Catalog)

Tapes: Big Sur

Ecstasy in Education	George Leonard
Self-Actualization	Abraham Maslow

World Future Society

Future for Higher Education	Dr. Alvin Eurich
Revolutionary Choices for Education	Dr. Henry David
Youth looks at the Future	A Discussion with university students in the Washington D.C. area

Lecture: Edward S. Cornish, President World Future Society - "Development of Futurism"

Michael Marien, Research Fellow at the Educational Policy Research Center of the Syracuse University Research Corporation - "The Future of Learning"

THE FUTURE OF THE FAMILY (January 6, 13, 20)

A look at the origins and functions of the family as a fundamental social and economic unit. Present and potential variations in family structure will be examined. A guest expert will suggest alternative futures for the family and family living.

Book: The Family in Search of a Future by Herbert A. Otto

Reprints: "Do You, Mary, and June, and Beverly, and Ruth, take these men . . ." by Robert H. Rimmer from Psychology Today, Jan. 1972

"Freedom From Fossil Fuels" by Lord Ritchie-Calder from the Center Report December 1971.

"Pollution of the Oceans: Thor Heyerdahl is Worried" - State of Concern at Pacem in Maribus II from the Center Report December 1971.

"A Projection Into The Twenty-First Century' by Silviu Brucan from the Center Report December 1971.

"The Corporation in the Societal Fishbowl' by Dr. Gary M. Cadenhead from the Center Report December 1971.

"Noetic Authority' by James D. Carroll from the Public Administration Review, September/October 1969.

Journal The Futurist "The Future of Women" and Marriage' April 1970

Tapes: Big Sur

Ecological Crisis	Lynn White/Alan Watts
21st Century Religion	Harvey Cox
The Person of Tomorrow	Carl Rogers

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World Future Society

Future of the American Family	Dr. Ned Gaylin/Dr. Jean Boek
Future of the Technical and Institutional Innovation	Michael Michaelis

Lecture: Professor Arthur Harkins, Office for Applied Social Science and the Future, Center for Urban and Regional Affairs, University of Minnesota - "Variations in Kwamm Family Sturcture" (Presented in two parts)

Professor Gerhard Neubeck, Assistant Director, Minnesota Family Study Center, University of Minnesota/Lois Fiedler, Student Counseling Bureau, University of Minnesota - "Alternative Futures for the Family."

THE FUTURE OF HEALTH AND MEDICINE (Jan. 27, Feb. 3, 10)

A fresh look at human health and medicine as it realtes to the ecosystem. Future aspects of old medicine. The future for health and medicine as viewed by an invited speaker.

Books: TEX 1138 by Ben Bova
Operating Manual for Spaceship Earth by R. Buckminster Fuller

Reprints: "A Delphic Study of the Future of Medicine" by A. Douglas Bender, Alvin E. Strack, George W. Ebright, and George von Haunalter, Research and Development Division, Marketing Division, Smith Kline and French Laboratories, Philadelphia, Pennsylvania, January 1969.

"Doctors Face the Prospect of a Healthy World" by Drs. Stanley Lesse and William Wolf, from The Futurist magazine, December 1968

"How to Defuse the Biological Time Bomb" by Robert W. Prehoda, from the Futurist magazine, December 1968.

"The Biological Time Bomb" by Gordon Rattray Taylor, from The Futurist magazine, December 1968.

Lecture: Professor Arthur Harkins, Office for Applied Social Science and the Future, Center for Urban and Regional Affairs, University of Minnesota - "Future of Medicine"

Dr. Douglas Fenderson, Chief of Health Services Manpower, National Center for Health Services Development - "The Future of Health Services Delivery"

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THE FUTURE OF MATERIAL WEALTH AND SOCIAL FREEDOM (Feb. 17, 24, March 2, 9)

The development and significance of technology among animals and humans. Variations in human technology as they might affect the future. A view of the future of material wealth and social freedom by a guest informant. Then, review of previous units with a preview of material to come.

Books:

Personal Space by Robert Sommer
Ecocide and Thoughts Toward Survival, edited by Clifton Fadiman and Jean White
The Limits to Growth by Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III

Reprints:

"Psycho-Ecological Aspects of Population" by John P. Calhoun, reprinted from ENVIRON/MENTAL Essays on the Planet as a Home Shepard/McKinley

"A Behavioral Sink" by John B. Calhoun, reprinted from ROOTS OF BEHAVIOR, ed. E.L. Bliss

"Basic Fuller Concepts," excerpted from R. Buckminster Fuller, Utopia or Oblivion: The Prospects for Humanity. Excerpts from "Inventory of World Resources Human Trends and Needs - Document I - the World Game', Fuller Projects, Southern Illinois University, Carbondale, Illinois

"Reflections on a Few Hours Spent with Dr. R. Buckminster Fuller" From the Wisconsin Architect/March 1971 (reprinted from Ekistics 179 October 1970)

"Toward a National Policy for Planning the Environment" by H. Wentworth Eldredge, from Urban Planning in Transition, American Institute of Planners

"The Carrying Capacity of our Global Environment -- A look at the Ethical Alternatives by Donnella H. Meadows, Jorgen Randers, System Dynamics Group, A.P. Sloan School of Management, Massachusetts Institute of Technology, Cambridge, Massachusetts

"The Discovery Life Cycle of a Finite Resource: A Case Study of U.S. Natural Gas" by Roger F. Naill, System Dynamics Group, Alfred P. Sloan School of Management, Massachusetts Institute of Technology, Cambridge, Massachusetts

Report:

First Minneapolis 1971 Annual Report (First National Bank of Minneapolis (particular interest - pages 10-16 "Annual Social Environmental Audit")

Tapes:

Big Sur

Population Growth and the Ecological Balance Paul Ehrlich

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World Future Society

Free Enterprise and Pollution	Dr. Allen Kneese
Technological Man	Victor Ferkiss

Lecture: Professor H. Wentworth Eldredge, Sociology Department
Dartmouth College - "Social Technology"

Professor Dennis Meadows, SLoan School of Management,
Massachusetts Institute of Technology - "World Dynamics"

Mr. Brendan O'Regan, Assistant to R. Buckminster Fuller
"World Game and the World Resources Inventory"

THE FUTURE OF COMMUNICATIONS (April 6, 13, 20)

Animal signs and human language. Variations in human communication and in the technology of communication. An invited speaker suggests communications futures.

Books:
Beyond Freedom & Dignity by B. F. Skinner
Childhood's End by Arthur C. Clarke
The Promise of Space by Arthur C. Clarke
Profiles of the Future by Arthur C. Clarke

Reprint: "Plain Talk About Cable TV" by Community Information Systems,
Jonathan Village Center, Chaska, Minnesota

Magazine: "The Center Magazine" - The Corporation and the Quality
of Life - Volume V Number 1 January/February 1972

Tapes: World Future Society

The Future of Communications Beyond TV	Stuart Umpleby
Social Indicators and Alternative Futures	Mancur Olson

Big Sur

Learning from Dolphins	John Lilly

Film: "This is Marshall McLuhan"

Panel Discussion: "The future of communications"
Joel Goodman, Lecturer
School of Architecture
University of Minnesota

Tom Miles, Public Information Administrator
Model Cities Communication Center - Minneapolis

Brian Sinder, Vice President
Community Information Systems, Inc.
Jonathan Village Center - Chaska, Minn.

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THE FUTURE OF DEMOCRATIC PARTICIPATION (April 27, May 4, 11)

The nature of human social life, including cooperation and competition. Various human social styles and their future determinants. An outside resource person offers some conjecture about the future of democratic participation.

Film: "The Time of Man" produced by Metromedia in cooperation with the American Museum of Natural History

Lecture: Dr. Magoroh Maruyama, anthropologist, Antioch College

Reprint: "Futuristics and Mental Health: A seminar reader" by Magoroh Maruyama

THE FUTURE OF NATURAL AND ARTIFICIAL ENVIRONMENTS: (May 18, 25, June 1, 8)

The biosphere and its influence upon human sttlements. Human sttlements as shelter and amenity. Experiments with cities and new towns. An invited specialist speaks about the future of natural and artificial environments. Finally, conclusions for the course and general prospects for the future.

Lecture: Dr. Kenneth E. Boulding, Professor of Economics, Institute of Behavioral Science, University of Colorado at Boulder

Dr. Anthony J. Wiener, Chairman, Management Research Council, Hudson Institute, Croton-on-Hudson, New York